

AMERICAN CULTURAL VALUES REFLECTED IN THE CHARACTER OF JACK FROST IN *RISE OF THE GUARDIANS* MOVIE

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Abstract, This thesis focuses on the American cultural values reflected in Jack Frost as the main character of *Rise of the Guardians* movie. *Rise of the Guardians* is a movie about the guardians that protect people's happiness especially the children's happiness. The movie describes some reflections of American cultural values such as *individualism*, *altruism* and *industry* depicted by Jack Frost as the main character. The aims of this thesis are to describe the intrinsic aspects which are narrative elements and cinematographic elements and to analyze the American cultural values reflected by Jack Frost in the *Rise of the Guardians* movie by applying theory of personal and cultural values written by Roy D'Andrade. The result of this thesis shows that Jack Frost has applied three aspects of American cultural values which are *individualism*, *altruism* and *industry* aspects.

Keywords: American cultural values, individualism, altruism, industry

A. INTRODUCTION

Rise of the Guardians is an animation fantasy movie directed by Peter Ramsey. The film was produced by DreamWorks Animation and published by Paramount Pictures. It was released on November 21st, 2012. This movie is about a boy named Jack Frost who was appointed by Man in Moon to become a guardian. Despite lacking of experience, Jack Frost can keep up with the other guardians. He helps the guardians when they are unable to fight. He also become the leader in their fight against Pitch Black. In the end, Jack Frost becomes the new member of the guardians and helps them protect the children from the darkness. The movie reflects American cultural values in the character of Jack Frost, so the writer decides to analyze the American cultural values reflected by Jack Frost.

In order to analyze the American cultural values reflected in Jack Frost character, the writer uses Roy D'Andrade theory. D'Andrade states that there are six values of American cultural values based on his research. Those are individualism, collectivism, altruism, self-interest, industry and relaxation. However, the writer limits the research only on three values

which are the individualism, altruism and industry to analyze the character of Jack Frost in this movie.

B. THEORITICAL FRAMEWORK

a. Theory of Personal and Cultural Values

According to Roy D'Andrade in his book entitled *A Study of Personal and Cultural Values*, the individual personality relates to the cultural values of a society (2008:4). D'Andrade did a research in order to prove the theory of personal and cultural values. In his research, he delineated three value dimensions as the primary topic of his study. The three value dimensions are the first dimension: individualism and collectivism, the second dimension: altruism and self-interest and the last is the third dimension: industry and relaxation.

A. Individualism, In his book, D'Andrade states that individualism is the value of personal preferences such as expressing themselves, enjoying life and determining their own future (2008:36). The term individualism contains some value items which are self-fulfillment; being relaxed and enjoying my life; choosing my own goal; being optimistic; feeling about myself; linking art and literature; gay right, etc; right to abortion; living life of adventure; having fun; understand science; having time alone; and resisting authority (D'Andrade, 2008:40).

B. Collectivism, According to D'Andrade, collectivism is the value concerning about the relation between people in the group and prioritize the ties in the group (2008:37). In the term of collectivism, the value items are being respectful and polite; maintaining tradition; the military; having law and social order; defending my country; having a close-knit family; working for the group, etc; being sexual restrained; being careful; death sentence and being religious (D'Andrade, 2008:40).

C. Altruism, In his study, D'Andrade states that altruism is an action done by the people to build a good relationship in the society (2008:38). The value items of altruism such as avoiding war; supporting health care; unions and environmentalism; finding meaning in life; being honest; being able to adjust; control oneself; having friendship and show moderate loadings (D'Andrade, 2008:39).

D. Self-interest, Self-interest is a term which focused on the desire of the person. According to D'Andrade, self-interest is about the personal interest (2008:39). the value items of self-interest are being ambitious and competitive; being prosperous; being liked and

belonging; being approved of; having others think well of me; feeling that one belongs; fitting in and having a good reputation (D'Andrade, 2008:39).

E. Industry, In his research, D'Andrade stated that the term of industry and relaxation is about the personal perception toward the criteria in searching for what they desire. The value items of industry consist of being responsible; working hard; being practical and realistic; having high standard; being orderly and regular; being a leader; being persistent; planning for future and pursuing knowledge (D'Andrade, 2008:39).

F. Relaxation, D'Andrade states that relaxation is the personal preference in seeking their own desire. According to D'Andrade, relaxation contains of sleeping, eating, eating out, believing in omens, drinking alcohol, watching movies and television, and being detached (2008:39).

C. METHODS OF THE STUDY

In order to support the study, thesis must have a base to build up the body. The writer uses two methods, which are method of research and method of approach. In this thesis, the writer applies library research method. Library research is a research where we get the information we need by reading articles, books, journal and so on. In this thesis, the writer looks for the information on journals and books beside the movie she watched. In analyzing the thesis, the writer applies exponential approach to analyze the narrative elements. The approach departs from the assumption that literary work has an autonomy which can be separated from the elements (Harsono, 1999:48). In this thesis, exponential approach is used to analyze narrative elements such as characters, setting and conflict. In order to analyze the cinematographic element, the writer also uses cinematographic theory to analyze the main elements of cinematographic. The narrative elements analyzed consisting of character and conflict. While the cinematographic elements which are analyzed in this thesis are camera distance, angle, and sound. In analyzing the American cultural aspect as the extrinsic aspect of this thesis, the writer uses the theory of cultural values by Roy D'Andrade in his book entitled *A Study Personal and Cultural Values*. In his book, D'Andrade concludes that American cultural values consist of individualism, collectivism, altruism, self-interest, industry and relaxation.

D. ANALYSIS

I. INTRINSIC ASPECTS

I.I. CHARACTERS

I.I.I. JACK FROST

Jack Frost is the main character of this movie. Jack is a boy who has a super power which can freeze anything by using his magic staff. He has a silver hair and pale skin. He wears blue hoodie with the freezing ice pattern on it and brown trouser. Jack Frost is an invisible free spirit. Despite being an invisible object, he is a naughty and playful boy. He always mess around with the kids around him. He tries to play with him and let them know that he exists between them.

I.I.II. THE GUARDIANS

The Guardians is a group of spirits that bring happiness for people all around the world. The Guardians consists of Santa 'North' Clause, the leader of the Guardians, Bunnymund or Bunny, an Easter bunny, is the one who disagree Jack joining the Guardians, Tooth Fairy, the one who loves tooth very much and the last is Sandy or Sandman, the mute spirit that brings good dreams for kids.

I.I.III PITCH BLACK

Pitch Black is the antagonist of this movie. He is a tall and thin man covered in dark skin. He has silver-yellow eyes and black spike hair. He wears a black cloak and trouser. Pitch is jealous toward the Guardian because they are believed and loved by the people. His jealousy make him wants to attack the Guardian by making the children do not believe them and he can take over the children's mind and create a new Dark Age.

I.I.IV JAMIE BENNETT

Jamie Bennett is the only kid who keeps believing the guardians till the end. Jamie keeps believing on the guardians even when Pitch Black starts to attack them. He loves to read about the myth and he is curious about the supranatural world. He helps the guardians attacking Pitch Black even though he is rather afraid of him. Later, he said that he believe in Pitch Black, but he does not afraid of him.

I.II. SETTING

I.II.I. SETTING OF PLACE

The setting of this movie is in one of a small town in Pennsylvania.

I.II.II. SETTING OF TIME

Setting of time in this movie is in winter season. It can be seen in the movie that the city is covered by snow.

I.III. CONFLICT

I.III.I INTERNAL CONFLICT

Internal conflict happens in Jack Frost as the main character of the movie. The biggest internal conflict in this movie is Jack being invisible and unrecognized by the kids.

I.III.II EXTERNAL CONFLICT

The external conflict in this movie is between Jack Frost as the main character and Pitch Black as the main villain of this movie. At first, Pitch Black does not care about Jack Frost before Jack help the guardians. Then, Pitch starts to become Jack's biggest rival when he joins the guardians because Jack is the only guardian who has the biggest power to fight Pitch Black.

II. EXTRINSIC ASPECTS

II.I. THEORY OF PERSONAL AND CULTURAL CHARACTER

II.I.I. Individualism

II.I.I.I Choosing My Own Goal

Jack Frost set his own goal to be a free man.

Jack Frost : Man in Moon. He talks to you?

North : You see, you cannot say no. It is destiny.

Jack Frost : After 300 years, this is his answer? To spend eternity like you guys. Cooped up in some hideout thinking of new ways to bribe kids? No, no. That's not for me! No offense (*Rise of the Guardians*, 22:38 – 23:06).

The dialogue above proves that Jack set his own goal to be a free man. He does not want to work under the name of The Guardian. He wants to have fun with the kids even though he cannot be seen by them. He tends to make the kids happy by playing with them rather than entertain the kids silently.

II.I.I.II Being Optimistic

Jack is an optimistic person. He always thinks that he can do things good. One of the example of Jack's optimism is he come to the last hope of the guardian which is Jamie. Jamie's light is still shine and it leads the guardian to go to his house.

This is shown in the movie (01.09.06-01.12.59) that Jamie is still believes on the Guardians, so his light is still shining. Jack comes to Jamie's house and asks him to help the Guardians fight against Pitch Black.

II.I.I.III Being Creative

Jack creates a fun way to escape from Pitch Black by using unused equipments, such as board and wok. It is shown in the scene 01.06.13-01.16.35. He covers the road with ice, so his friends can pass through the road with the equipments. The others ride the equipments as snowboard while Jack flies and creates the track for them. They start to gather Jamie's friends by showing that they are having fun riding snowboard.

II.I.I.IV Enjoying Life and Relax

In the entire movie, Jack Frost shows the image of a person who always enjoys his life and have fun despite the loneliness he feels because he is invisible. He still can enjoy the situation even though it is rather dangerous when he fights Pitch Black a moment before Sandy is dead.

Bunny : Jack Frost? He doesn't care about the children. All he does is freeze water pipes and mess my egg hunts" (*The Rise of the Guardians*, 10:20 – 10:26).

The statement above about Jack Frost shows that Jack Frost always enjoys his life. The way he enjoys his life is by playing around and creating mess every where. Because of his invisible form, he can not deliver his playfulness toward someone, instead he creates mess and makes the people feels disturbed by it.

II.I.I.V Feeling Sure about Myself

Jack Frost always thinks that he can do something by himself. He is also believes on his own power.

Tooth Fairy : I think it's time to get her home.

Jack Frost : How about I take her home?

Tooth Fairy : Jack, no. Pitch is ...

Jack Frost : No match for this.

Bunny : Which is why we need you here with us.

Jack Frost : Trust me. I'll be quick as a bunny. (*Rise of the Guardians*, 00:53:52 – 00:54:03)

The dialogue above shows how Jack believe on his capability. He believes that he can take Sophie home by himself safe and sound because he know that Pitch is no match to him and his magic staff. He tries to convince his fellow guardians that he can do it without causing any problem. He also knows that his fellow members depend on him because he is the strongest.

II.I.II. Altruism

II.I.II.I Finding Meaning in Life

In this movie, Jack is shown as a guy who does not have any purpose in life because he does not know the history of his life before. He decides to join the Guardian because he wants to bring his memories back by snatching his teeth from Pitch Black.

Tooth Fairy : You really don't remember?

Jack Frost : All these years, the answers were right here. If I find my memories, then I'll know why I'm here. You have to show me!

Tooth Fairy : I can't, Jack. Pitch has them.

Jack Frost : Then, we have to get them back. (*Rise of the Guardian*, 00:34:29 - 00:35:46)

Based on the dialog above, Jack shows the sign that he is excited to help the Tooth Fairy and the other guardians to get his memories back. At that time, he does not care about being a guardian. He just want his memories back. He thinks the best way to get his memories back is joining The Guardian, so he can defeat Pitch Black and get the teeth that carry his memories.

As time passes, Jack seems enjoying his duty as a guardian. He have fun with his fellow guardians while collecting the children's teeth, help Bunny decorates the Easter eggs and teach The Guardians how to play with the kids

II.I.II.II Having Close Friend

In the beginning of the movie, it is shown that Jack Frost is always alone. He has no friends because no one can see him. Jack Frost is neither befriended with The Guardians or join their squads. It is shown that they do not have a good relationship since the guardians always deal with Jack's mischievousness. After helping the Guardians, Jack Frost becomes the new member of the Guardians officially. It is shown in the scene 01.25.25-01.27.09 that Jack is welcomed by the fellow members of the Guardians and the kids also congratulate him. He lives with the Guardians and dedicates his life to protect the kid's happiness.

II.I.III. Industry

II.I.III.I Being Responsible

Jack is shown being responsible toward his job as the new member of the guardians. In the scene 01:18:01-01:20:38, Jack tries to protect his fellow guardians when they lost their power.

He also protects the kids from Pitch Black. Jack convinces North that he will be alright fighting Pitch alone by putting his hand on North's hand and he speaks with his eyes. His eyes tells North that he is ready to fight Pitch alone. Jack's hand gesture shows on how he is more than ready to carry the responsibility as a guardian by protecting them all. His hand gesture describes the communication between Jack and North. After the other guardians gain their power, they help Jack attack Pitch so he can not stay around the kids. Jack who is the leader in this battle devotes all his power to attack Pitch and protect the kids. He is aware that protecting the kids is his responsibility as the guardian and he tries every thing to protect them.

II.I.III.II Working Hard

As seen in the whole movie, Jack Frost is a hardworking person. He works hard to gain the trust from the other guardians that he is capable to do what a guardian should do. Jack Frost works hard helping the other guardians collect the teeth, helping Bunny paint the Easter eggs and the last is taking Sophie home. After he got the trust from the other guardians, Jack breaks it himself and he tries to get it back. The only way to get the trust is fighting Pitch Black and to fight Pitch Black, he needs help from Jamie. In the scene 01:10:21-01:11:08, Jack is shown drawing Easter Bunny in Jamie's house to make Jamie believes on the Guardians. Jamie believes that the Guardians is exist and he also believes Jack Frost is exist, so he can see Jack Frost. Jack Frost also feels happy his hard work is paid off because he is no longer invisible and the last kid in the world keeps believing in the guardians.

E. CONCLUSION

Jack Frost reflects individualism by showing the five aspects of individualism. Those aspects are choosing my own goal; being optimistic; being creative; enjoying life and relax and the last is feeling sure about myself. Those five aspects support the characteristic of Jack Frost that is centered on himself. These aspects focuses on how Jack Frost expresses his personal preferences. While in altruism, there are two aspects which are reflected the character of Jack Frost, which are finding meaning in life and having close friend. These two aspects are done by Jack Frost to create a good relation with the people around him. The last value is industry. Industry value consist of two aspect which are being responsible and working hard that are reflected by Jack Frost. The two aspects show on what Jack Frost do in order to search his own desire which is becoming a good guardian.

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